

75  
LET

THERE

BE

LIGHT.

ISSUED BY THE  
AMERICAN LUXFER PRISM CO.

# LUXFER PRISMS

~ AS A PART OF ~

## THE MODERN STORE FRONT.

WITH A PAGE FOR ARCHITECTS.

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## Luxfer

For a quarter of a century the above word has been our registered trade mark, a protection to our customers, and a guarantee of quality and satisfaction.

The word *Luxfer* is derived from the Latin word LUX meaning light, and FERRE to carry.

It is used by the American Luxfer Prism Co. to designate their patented, daylight projecting prisms.

This company is the largest manufacturer of prism products for the distribution of daylight, in the world.

It was the first to perfect, patent and market these products.

We make this statement merely to acquaint you with our position in the trade and to indicate why we feel certain of our ability to serve you.

Our sole business is to extend the *Luxfer* Daylighting System, through the use of the different forms or types of *Luxfer* Prisms, in sidewalks, show windows, skylights, windows, floors and ceilings.

Our facilities for the prompt completion of contracts and the shipment of orders, are as near perfect as can be.

We have sales offices in the principal cities of the United States, and large manufacturing and glazing plants in Chicago and New York.



# Luxfer Prism Daylighting System

AMERICAN Luxfer Prism COMPANY

CHICAGO - 37th & Morgan Sts.  
BOSTON - - - 49 Federal St.  
CLEVELAND 917 Citizens' Bldg.  
KANSAS CITY, 909 N. Y. Life Bldg.

NEW YORK - 507 W. Broadway  
NEW ORLEANS, 904 Hennen Bldg.  
PHILADELPHIA, 411 Walnut St.  
ROCHESTER - 38 Exchange St.

DETROIT - Builders' Exchange  
DALLAS [- - [Builders' Exchange  
SAN FRANCISCO, 1113 Hearst Bldg.  
LOS ANGELES, 602 Cit'ns Nat. Bank



LET

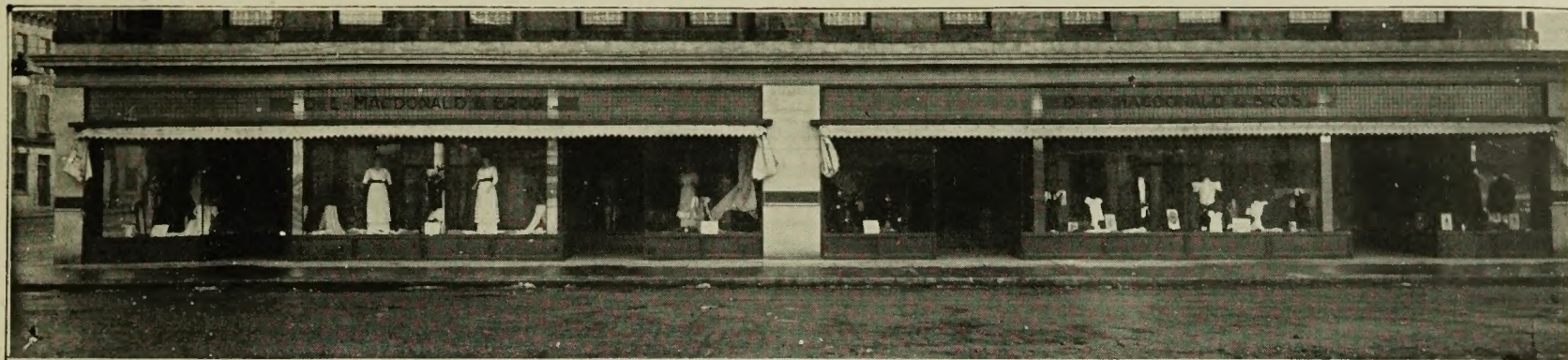
THERE

BE

LIGHT.



# LUXFER LIGHT IS NATURE'S PURE DAYLIGHT



**IF** You are a retailer, engaged in the business of selling to the multitude merchandise and wares in which there is competition and which may be purchased around the corner from a trade rival, you will know that there are certain fixed elements which make for the success or failure of the store.

Of all the factors contributing to success, however, none is greater or more potent than DAYLIGHT.

Not only is a store flooded with daylight conducive to cheerfulness and destructive of doubt and criticism, but it is cheaper in maintenance.

The store in which there are dim corners and dark aisles suggests dirt and uncleanness or something defective concealed that would suffer if exposed to the light of day.

An attractive store front is an eloquent advertisement of a store's business. If, however, the first pleasant impression created by the window is not maintained after the prospective customer has crossed the threshold, but on the contrary is dispelled by a drab and sickly light in which merchandise may be examined only imperfectly, the appeal created by the window will be lost.

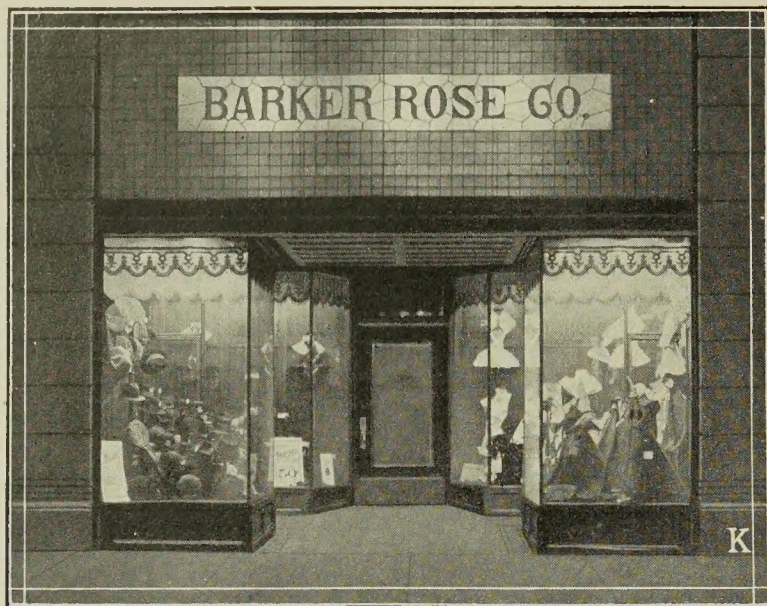
Where the store handles materials in which the element of color enters, this lack of daylight will not be made up by artificial lighting, no matter how prodigally used, for the simple reason that colors and shades assume, under artificial light, a tinge they do not have under natural light.

The public are more and more giving preference to the daylight store. Daylight inspires confidence.

It should therefore be apparent to merchants and store-keepers that every day lost in converting their stores into daylight stores brings with it a double financial loss—the cost of gas and electricity consumed and the loss of trade.



# LUXFER LIGHT IS NATURE'S PURE DAYLIGHT



If you can't match Dress Goods and Silks in any aisle in your store you need Luxfer Prisms.

Are you paying big bills for Gas and Electric Light consumed during daylight hours?

Put in Luxfer Prisms and save the expense.



Ordinary transoms four feet high over show windows if filled with

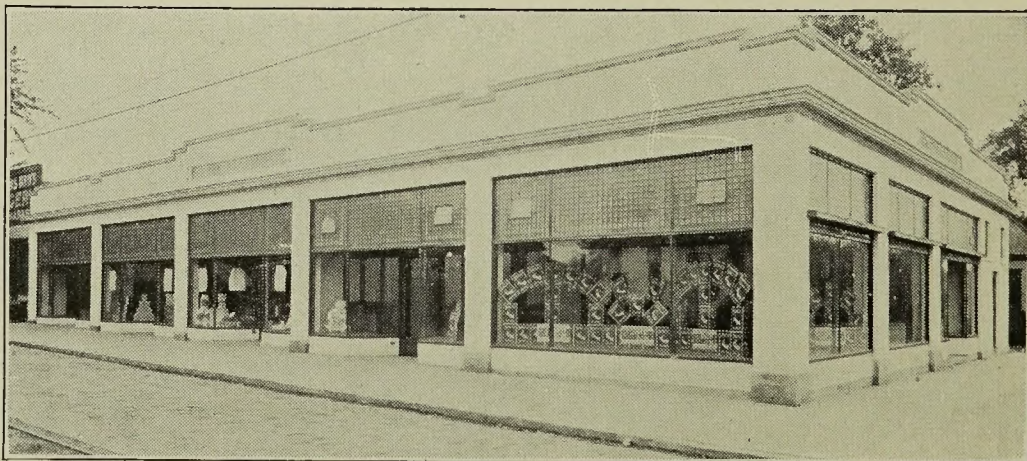
**Luxfer**

Prisms will flood a store with daylight to a depth of 100 ft. or more.

**A LUXFER PRISM INSTALLATION IS  
NOT EXPENSIVE**

**AND IS WORTH MANY TIMES ITS FIRST AND ONLY COST**

What the biggest stores do—is generally the wisest thing to do—nearly all of the big merchants make use of Luxfer Prisms.





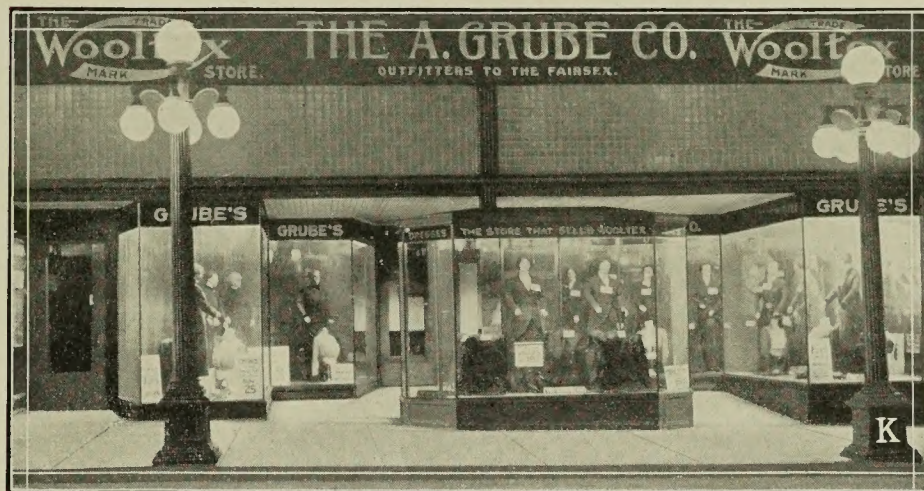
LUXFER LIGHT  
IS NATURE'S PURE DAYLIGHT

# Luxfer Prisms Are Not Expensive

Yet They Are as Important a Part of the  
Modern Store Front as the Plate Glass

*Three Examples Given Below*

Daylight



No. 1

Transom 4 Foot High of Luxfer Prisms With  
ORNAMENTAL BORDER DESIGN

Daylight

Plus An

Artistic Sign

That Works Day  
and Night and  
Always Retains Its  
Brilliancy, and  
Advertising Value.



No. 2

Transom 4 Foot High of Luxfer Prisms With  
LUXFER ART GLASS SIGN

Daylight  
Sign

Plus

Ventilation

Two Vents  
Equipped With  
Bronze Screens  
Fine Mesh.

Dust and Insect  
Proof.



No. 3

Transom 4 Foot High of Luxfer Prisms  
LUXFER ART GLASS SIGN  
and Two Ventilating Sections Protected with Bronze Screens



# LUXFER LIGHT IS NATURE'S PURE DAYLIGHT

A Few  
Angles

## What Luxfer Prisms Are

A Few  
Angles

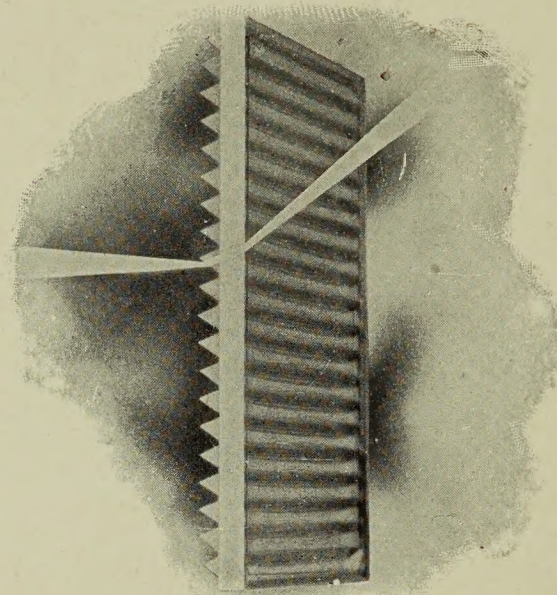
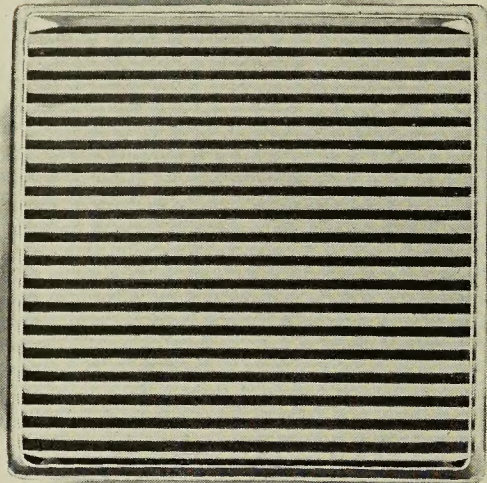
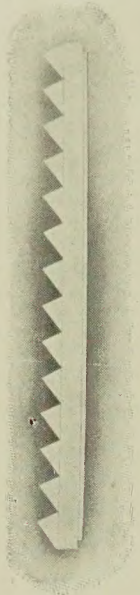


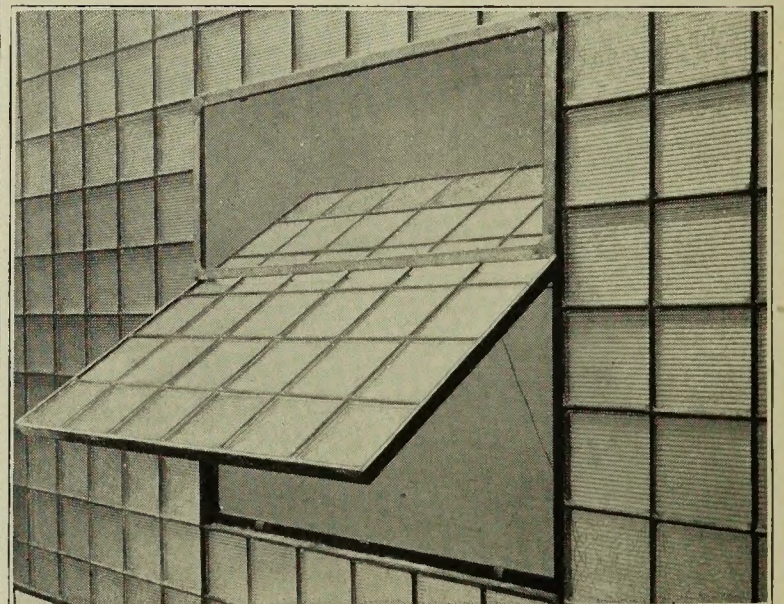
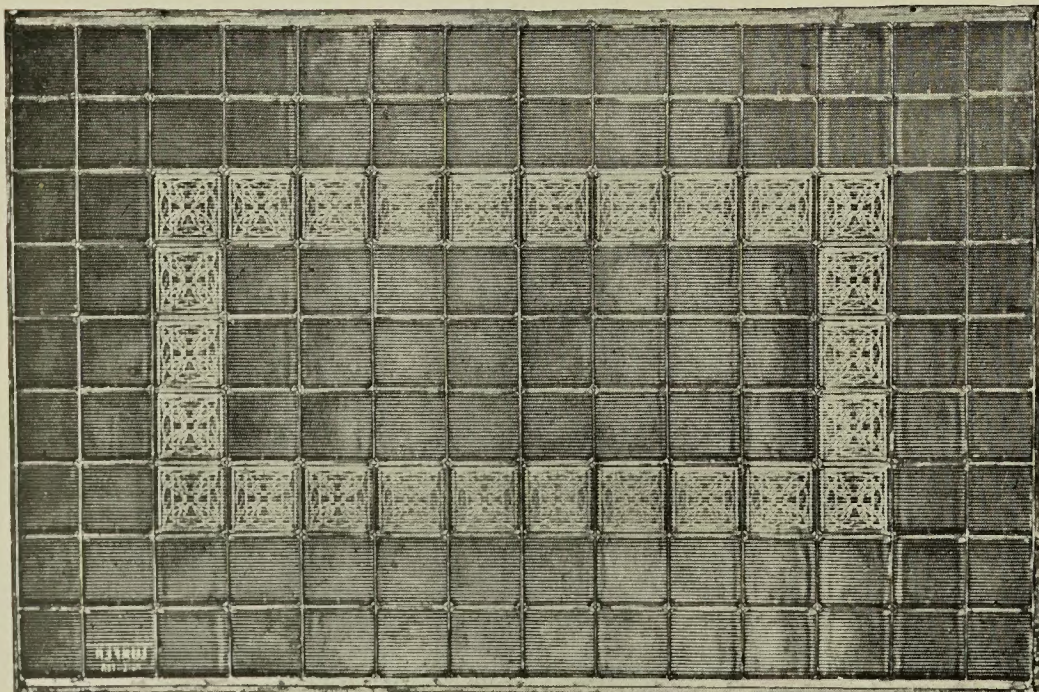
PLATE I. This illustration shows appearance of simple prism square. Note angles on surface.

PLATE II. This illustration shows how light rays are bent by means of prism angles.

Luxfer Prisms are a scientific product, created for the purpose of bringing daylight into dark interiors, and accomplish that purpose thoroughly and efficiently.

Luxfer Prisms are sections of crystal glass of a standard dimension of four inches square, having a smooth outer surface and an inner surface divided into a numerous series of small accurately formed prisms.

This size has been found by experience to be the best, as the prisms can be pressed to a true and perfect angle, an absolute necessity for scientific accuracy, and is artistically best suited for the type of store fronts and windows that prevail in modern buildings.



A single panel of prisms in transom form.



# LUXFER LIGHT IS NATURE'S PURE DAYLIGHT

## To the Architect

### LUXFER STANDARD METHOD OF GLAZING.

Luxfer 4" Pressed Prism Tiles are made up in panels of any size required, to fit the openings in which they are to be installed.

The proper angle prism to meet the daylighting requirements at the building where they are to be installed, is prescribed by our engineers.

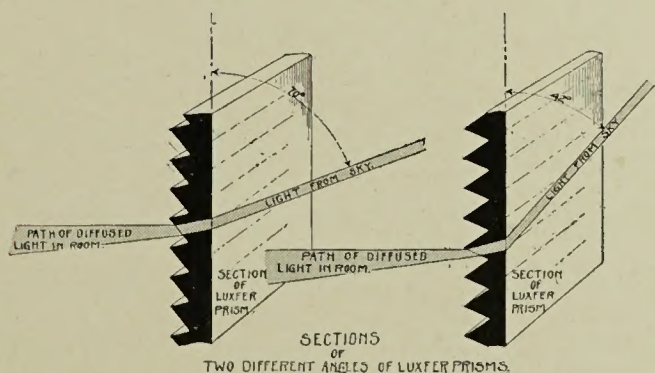
The Prism Tiles are glazed in hard metal, drawn bar and each panel is finished with a flat metal margin or bar, the thickness of ordinary plate glass, and of the required width to fit the rabbet.

The bars and margin are securely soldered at all intersections, on both sides of panel, then stiffened to withstand wind strain by soldering on the inside of panels, at frequent intervals, flat galvanized steel bars, set on edge. These stiffening bars are one-eighth of an inch in thickness and vary from a half to three-quarters of an inch in width, according to the height of panel.

The whole panel, all soldering done, is then given a heavy coat of copper, which covers the otherwise unsightly solder joints as well as the steel stiffeners and adds materially to the strength, rigidity and beauty of the panel.

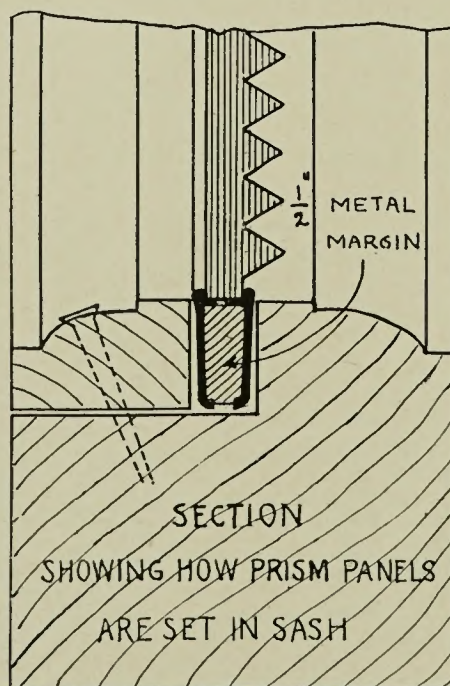
The panel is then cemented and made thoroughly water and weather tight, and the metal polished.

The panels are set in exactly the same manner as plate glass and in the same arrangement of sash and frames, the necessity for skilled labor being eliminated entirely.



IT IS IMPORTANT that the correct angle of prism be used. Our engineering department attends to that for you. Every installation requires specific treatment.

The above cut, for instance, shows the difference in angle of prisms required on a 60-ft. street and a 100-ft. street, both having a 4-story building opposite. NOTE: The path of light must be diffused horizontally, for both.

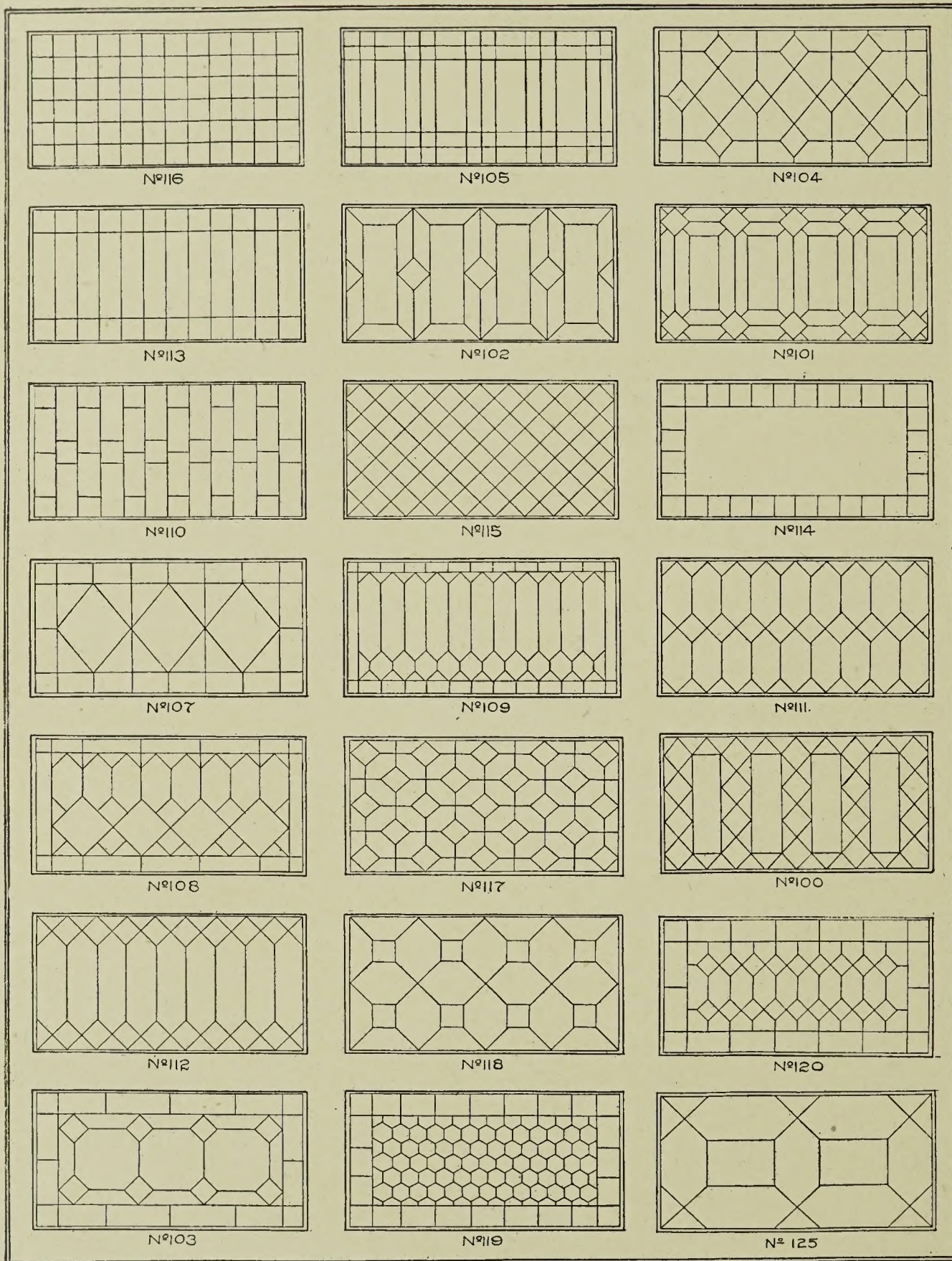


A short specification that will protect both you and your client:

Prisms, where shown on plans, in store front transoms, and in upper sash of windows, shall be LUXFER PRISMS, 4 in. pressed tile, electro copper glazing, manufactured by the American Luxfer Prism Company.



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LUXFER SHEET PRISMS GLAZED IN DESIGN

Name Plates—Geometrical Designs—Coats of Arms  
Street Numbers—Ornamental Signs—Etc.

WRITE FOR PRICES AND ESTIMATES

AMERICAN LUXFER PRISM COMPANY



## Cleaning Luxfer Prisms

All that is required to maintain the light-giving power of Luxfer Prisms for all time is to keep them clean.

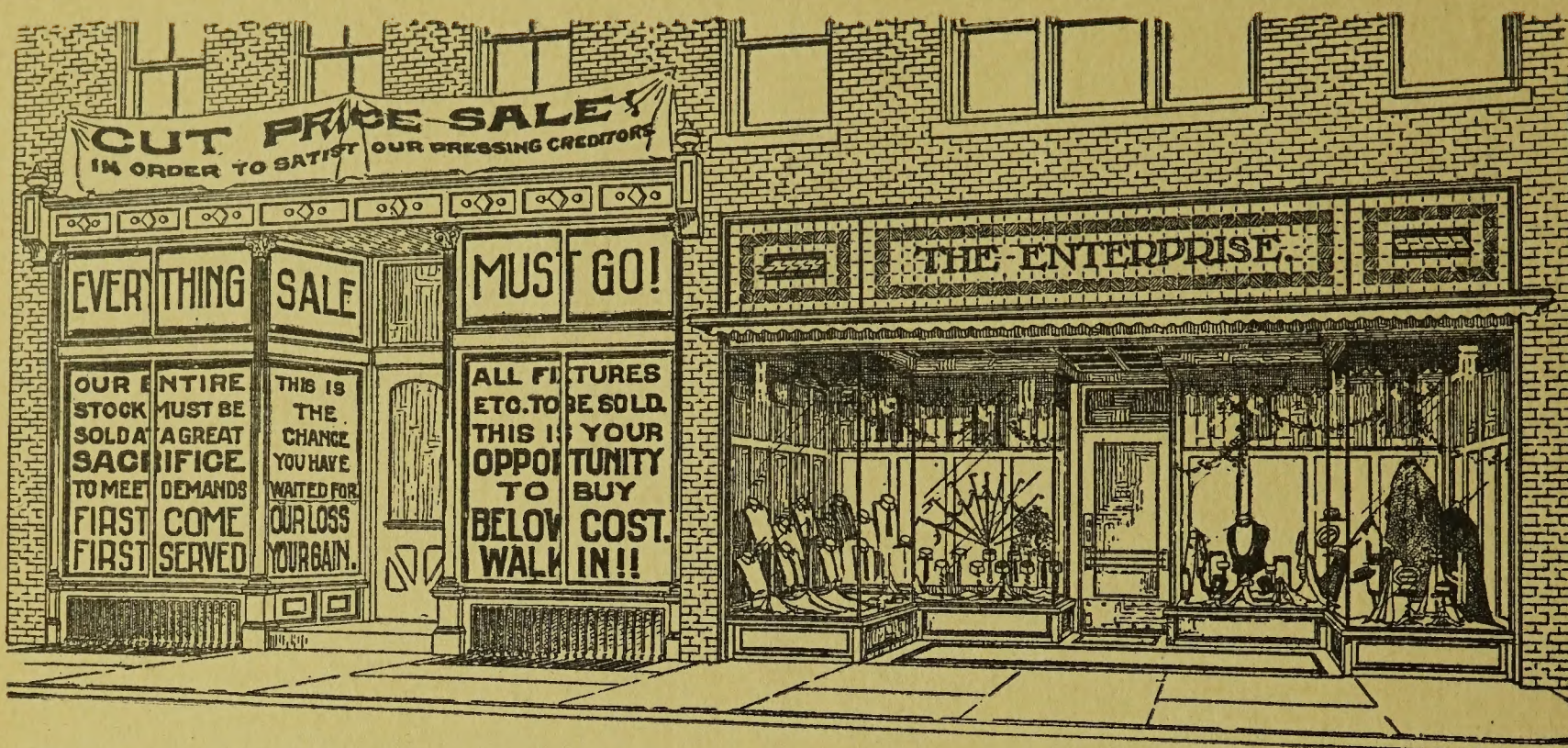
Give them the same care and attention that you give the plate glass in your show windows. When you clean the plate glass, clean the prisms at the same time and in the same manner.

The outside of the prism is as smooth as plate glass.

The prisms on the inside should be scrubbed once a month with an ordinary scrub brush and a solution consisting of a teacupful of ammonia added to a pailful of hot water.

Luxfer Prisms when cared for in this manner will remain as bright as when installed—indefinitely—100% efficient.





## TO THE OWNER OF COMMERCIAL PROPERTY.

The merchant to whom you would like to rent your store, is not looking for a place to store his merchandise.

If he did, he would take a warehouse, not a store.

What retailers want, is a place where they can show their goods.

If they can show their goods to better advantage in the store in the next block, than they can in the store which you have to rent, you may rest assured that they will not occupy yours, even though you were to offer them a reduction in rental.

Your store may be old, it may be small, but if it is light, it has a value which the newer or bigger store does not have if trade must be transacted there in semi-darkness, or under artificial light.

If your store is now unoccupied, or if you are getting less rent than the property owner across the street with the same frontage and floor space, it is because your store is dark, and the other is light.

Put your store in the same condition as the other store, and you will have no difficulty in securing a tenant and getting a good rental for it.